



# USDA Weekly Retail Shell Egg Feature Activity

Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 03/03 thru 03/09

(prices in dollars per carton)

Fri. Mar 03, 2006

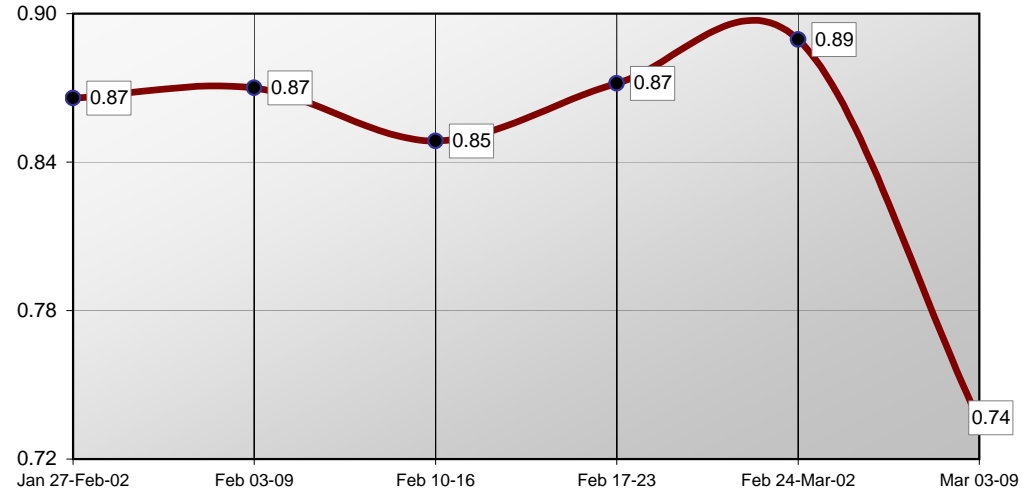
NATIONAL SUMMARY									
Feature Rate		THIS WEEK				PREVIOUS WEEK			
		38.4% of 17,000 stores				27.0% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA								
	White 12 pack	30	1.69	370	0.69	80	0.99	1,380	0.99
	White 18 pack			230	1.40			10	0.99
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack	330	0.94	1,890	0.76	20	0.50	1,370	0.77
SPECIALTY	White 18 pack			1,110	0.99			240	1.46
	Brown 12 pack							110	0.99
	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack	380	4.00	630	4.13			640	3.26
	OMEGA-3								
LARGE	White 12 pack	140	2.99	2,410	2.09	10	1.88	940	2.24
	Brown 12 pack			450	2.52			220	2.42
	CAGE-FREE								
	White 12 pack								
	Brown 12 pack			1,890	2.09			530	2.84
	ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/
Regular Shell Eggs (XL/LG; AA/A; W/B)				3,960		3,210		Large Eggs on	
Specialty Shell Eggs				5,900		2,340		Feb-27-2006	
Total (including Medium)				10,050		5,860		376.5	
Special Rate 4/:				3.0%		2.6%		down 5%	

5/: Inventory in thousands of 30-dozen cases.

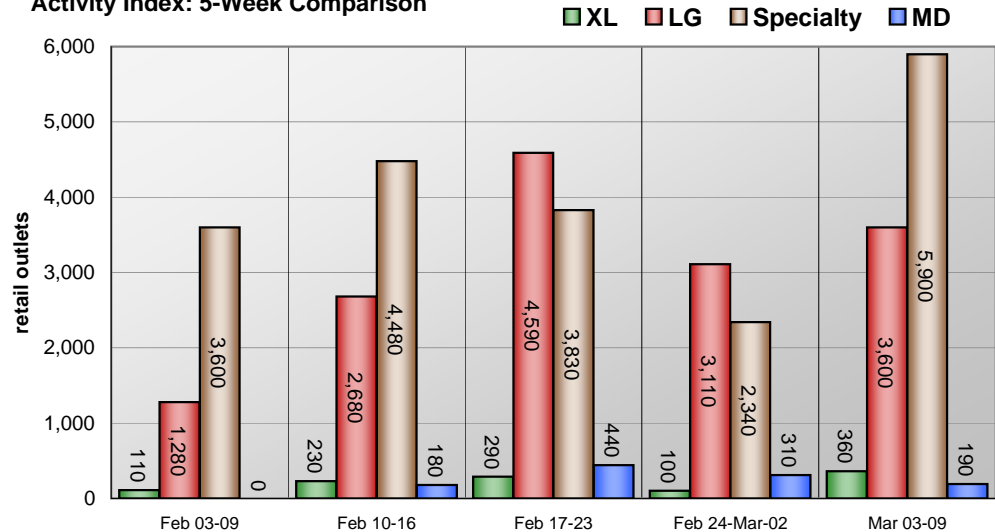
## Shell Egg Featuring - 03/03 thru 03/09

Feature activity increased sharply on specialty eggs, however regular eggs were about unchanged this week. The average price of Large Grade A shell eggs offered to consumers dropped dramatically when compared to previous weeks. The Midwest and Northeast regions are the most active with over 50% of sampled outlets with promotions. Features of Grade A white eggs in 18 packs increased significantly this period. White Omega-3 are still the front runner this ad cycle in the specialty egg sector, although at lower average price levels. Cage Free brown eggs are also actively featured. USDA Organic brown eggs are usually unchanged with a higher average price.

Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



Activity Index: 5-Week Comparison



## Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		54.4% of 3,900 sampled outlets Activity Index = 4,160 (includes Medium)						32.5% of 4,700 sampled outlets Activity Index = 2,570 (includes Medium)						52.7% of 2,800 sampled outlets Activity Index = 1,890 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.59	10	0.59										0.49	10	0.49
	White 18 pack				0.88	10	0.88												
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.50 - 1.00	350	0.75	0.88 - 0.99	100	0.93	0.50 - 0.99	370	0.87	0.88 - 1.00	210	0.95	0.49 - 1.00	650	0.71
	White 18 pack				0.99 - 1.00	470	0.99				0.99 - 1.48	180	1.03				0.67 - 1.00	420	0.98
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.69	30	0.69	White 12 pack			0.66	80	0.66	White 12 pack			0.44 - 0.67	60	0.55
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	4.00	380	4.00	2.99 - 5.18	570	4.21										2.99 - 3.49	20	3.01
	OMEGA-3																		
	White 12 pack	2.99	140	2.99	1.99 - 2.79	1,190	2.33				1.67 - 2.00	890	1.89				1.67 - 2.00	310	1.74
	Brown 12 pack				2.50	430	2.50										2.99	20	2.99
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				1.50 - 2.79	580	2.42				1.89 - 2.50	950	1.93				1.97	190	1.97
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		27.4% of 2,700 sampled outlets Activity Index = 910 (includes Medium)						23.5% of 1,900 sampled outlets Activity Index = 170 (includes Medium)						21.7% of 1,000 sampled outlets Activity Index = 350 (includes Medium)					
USDA GRADE AA	White 12 pack				0.59 - 0.75	230	0.65				0.69 - 1.00	70	0.81	1.69	30	1.69	0.48 - 0.88	50	0.75
	White 18 pack				1.50	10	1.50				1.50	80	1.50				0.88 - 1.49	130	1.38
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	0.99	20	0.99	0.50 - 0.99	510	0.78										0.50	10	0.50
	White 18 pack				0.99	40	0.99												
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.67	20	0.67	White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				3.49	20	3.49				3.49	20	3.49						
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				2.00	20	2.00												
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				1.97	40	1.97										1.50 - 1.99	130	1.94

Note: See page 1 for explanatory notes.

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website: <http://www.ams.usda.gov/poultry/pymn.htm>